

ORDER



Orders
Order / Rev: 714624
Alt Order #:
Product Desc: CUPP / O'DONNELL
Estimate: EARLY VOTING
Flight Dates: 09/24/12 - 10/14/12
Original Date / Rev: 09/18/12 / 09/18/12
Order Type: Political

WKYC

Primary AE: Denel Kizler
Sales Office: WKYC
Sales Region: LOC

Agency Name: Midwest Communications & Media/ PC
Buying Contact:
Billing Contact:
 7720 Benson Road
 Carroll, OH 43112

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Ohio Supreme Court
Demographic: A25-54
Product Codes: PL-Judicial,PL-State/Local
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	21	\$8,750.00	\$7,437.50
10/01/12	10/12/12	41	\$17,000.00	\$14,450.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	21	\$8,750.00	\$7,437.50	0.00
October 2012	41	\$17,000.00	\$14,450.00	0.00
Totals	62	\$25,750.00	\$21,887.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WKYC	26%	\$25,750.00
Market	100%	\$99,038.46

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	2%	\$1,980.77
WEWS	22%	\$21,788.46
WJW	28%	\$27,730.77
WOIO	22%	\$21,788.46
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	09/24/12	10/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	15	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	MTWTF--			5		\$350.00		0.00				
Week:		10/01/12	10/07/12	MTWTF--			5		\$350.00		0.00				
Week:		10/08/12	10/14/12	MTWTF--			5		\$350.00		0.00				
N 2	WKYC	09/24/12	10/14/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	15	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	MTWTF--			5		\$200.00		0.00				
Week:		10/01/12	10/07/12	MTWTF--			5		\$200.00		0.00				
Week:		10/08/12	10/14/12	MTWTF--			5		\$200.00		0.00				

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKYC	09/24/12	10/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	15	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--		5				\$400.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--		5				\$400.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--		5				\$400.00		0.00			
N 4	WKYC	09/24/12	10/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$700.00	P-3	0.00	NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--		5				\$700.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--		5				\$700.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--		5				\$700.00		0.00			
N 5	WKYC	09/24/12	10/14/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$500.00		0.00			
	Week:	10/01/12	10/07/12	-----S-		1				\$500.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
Totals														62	\$25,750.00